

# & Tradition®



Press Release

The Eye AP9  
All The Way To Paris  
2021

&Tradition launches



AP9

**Product category**  
Bedspread

**Production Process**  
The bedspread is made from quilted organic cotton. Between the two layers of cotton an extra layer of organic cotton wadding is added for a soft and comfortable filling.

**Environment**  
Indoor

**Materials**  
100% organic cotton

**Colours**  
Blue Midnight  
Brown Earth

**Dimensions (cm/in)**  
240cm / 94.4in × 260cm / 102.3in

**Design year**  
2021

Press info  
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# The Eye AP9

## All The Way to Paris

### 2021

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Eye up this striking hand-quilted bedspread crafted from organic cotton.

It's hard to look away from this new bedspread from contemporary brand All the Way to Paris, which places an illustration of a singular eye in the centre of a geometric design. Quilted by hand and crafted from organic cotton, it promises to add superior comfort – as well as a stylish accent – to any bedroom.

Founded in 2004, All the Way to Paris is a Danish-Swedish design studio located in Copenhagen. For founders Petra Olsson Gendt and Tanja Vibe, inspiration is a tricky thing to trace. The duo – whose brand envelops everything from art direction to illustrations and objects for the home – credit their accumulative experiences as shaping their unusual designs.

“The eye is such an iconic motif and we’ve been coming back to it in many shapes and forms,” explains Gendt. “With this bedspread, we wanted to play with the idea of the eye in this context – closed at night, open during the day. Try flipping it over, too: it’s a simpler design that shows the stitching of the eye, but without the print.”

In addition to the bedspread’s eye-catching visuals, Gendt notes its cozy appeal. “We have always been in love with the quilted quality and the volume it creates,” she says of their decision to focus on a hand-quilted design.

For &Tradition CEO and founder Martin Kornbek Hansen, it’s this unexpected and creative approach that differentiates All the Way to Paris from other brands. “With their trademark ability to craft a strong visual identity, this premium bedspread encapsulates the unique charm of Gendt and Vibe’s creations,” he says.

The Eye comes in two colours: Blue Midnight and Brown Earth.



&Tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1920s to the present day and includes designs by internationally renowned designers.